

# Indian Company with Global Business Culture

**Mr. Ayaz Shaikh,**  
 Director Marketing,  
 Accusharp Cutting Tools Pvt. Ltd.



**Q. Please brief us about your company profile?**

*Accusharp Cutting Tools Pvt. Ltd. is an Indian company with global business culture. We are in the activities of design, manufacture, and supply of special cutting tools in Tungsten carbide and H.S.S. Over 17 years of experience, with the strength of product quality, and service reliability, the company has grown with 120+ employees, on a setup of 15,000 sq. ft. Our prominent presence is in the industry sectors like Automobile, Engineering, Machine Tools, Aerospace, Textile, Energy, etc. And we are considered today, as one of the prime source for special cutting tools for them. We can say, "We are for those, who are in Metal Cutting"!*

**Q. You said, you are a company having 'Global Business Culture'. Will you please explain this further?**

This mainly applies to Products, Processes, People, and the organisational work culture.



**ACCUSHARP**  
 Cutting Tools Pvt. Ltd.

An ISO 9001:2008

- The concept, approach and mission is to stand up as business partner for our customers. It means we must assist customers as their 'Productivity Partner'. Our tools should 'Cut Fast, and Cut Cost', at customers' end. This is how we help them to improve their production efficiency at reduced process and tooling cost.
- Objective is not to sell only products; but also to provide entire solution for their product development and manufacturing processes.
- Our business and manufacturing processes are 'system oriented' having SAP in place. Processes are supported by professionally competent people. We have been approved by ISO:9001-2008 certification for QMS.
- Healthy work culture and human approach for employees, is the strong foundation for passion and team working across the organisation.

• However, this is not enough for us to be in line with global business culture. We have three more important aspects, and they have been addressed with due importance and implemented in all our business processes and activities:

- Industrial Safety,
- Environmental Care, and
- Fair Business Ethics over and above the applicable legal compliance.

**Q. Did you find adopting 'Global Business Culture' a challenge or opportunity for your company?**

- Of course, initially it was not easy for employees to understand and adopt the concept. Main challenge and task was to change their mindset. After training and awareness sessions by management experts, employees realised there is no option, but to adopt the global business culture, if the company has to survive longer and have sustainable business growth.
- Apparently simple but not easy to adopt the concepts, like Cleanliness,

Punctuality, Team working, Passion towards company objectives, and understanding respective functional roles and responsibilities, were well explained to employees. It took a longer time to really implement them. And today, most of the things are in place and stand as our business strength. This process & changed work culture started initially at the top management level and then percolated down the line, across the organisation.

- There was another driving element which worked as a catalyst. That was the demand from some of the MNCs to be in line with their business culture. Some of them were our existing customers, and some were potential customers, if we comply with the global business practices. Supplier audits conducted by them, at our end, for safety, health, environment, legal compliance and business ethics gave us lot of improvement, opportunities in our business practices.
- We took this as an opportunity for strengthening sustainable business

growth for us.

- Business results are promising and encouraging for us.

**Q. Where do you see yourself in the cutting tool market?**

- As I said, “we are for those, who are in Metal Cutting”, you can see our presence in most of the domestic manufacturing industries.
- Having a strong and leading position in Automobile and Engineering sectors, our prime focus is to become the first choice for customers in these niche industry sectors.
- Secondary focus is to find more opportunities in the other industry sectors.
- Moreover, now we are entering into exports of our tools.

**Q. How do you see today's situation of manufacturing industry, from your business point of view?**

- Cutting Tools, what we make, are ‘consumables’ for manufacturing industry; and our business activity

is dependent on the manufacturing industry operations and their growth.

- We need to stand as a ‘Productivity Partner’ for customers.
- Global business culture and work practices is the need of the day.
- Auto Industry, Energy sector, and Construction industry are steadily growing in India. And I strongly believe, we shall have business future and a sizable market share there too.

**Q. What is your vision for your company for near future?**

- Our Vision is “To stand as a model organization, becoming the first preferred choice company in the Indian engineering industry, for designing, developing, manufacturing and supplying metal cutting tools; along with strong technical support to customers. Acquiring the highest local market share, our further ambition is to be the leader in export sector, for metal cutting tools.”

And I can tell you, our Global Business Culture shall make this company vision to happen. 

